



Submit by Tuesday 1 December 2015

DARWIN INITIATIVE APPLICATION FOR GRANT FOR ROUND 22: STAGE 2

Please read the Guidance Notes before completing this form. Where no word limits are given, the size of the box is a guide to the amount of information required.

Information to be extracted to the database is highlighted blue. Blank cells may render your application ineligible

ELIGIBILITY**1. Name and address of organisation**

(NB: Notification of results will be by email to the Project Leader in Question 6)

Applicant Organisation Name:	BirdLife International
Address:	The David Attenborough Building Pembroke Street
City and Postcode:	Cambridge, CB2 3QZ
Country:	UK
Email:	
Phone:	

2. Stage 1 reference and Project title

Stage 1 Ref: 3231	Title (max 10 words): Yerba mate – a market-driven model for conserving Paraguay's Atlantic Forest.
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3. Project description (not exceeding 50 words)

(max 50 words)

Partnership between the indigenous Mbya Guarani, campesinos, private sector, government and civil society, will support and promote shade-grown yerba maté cultivation at San Rafael reserve, providing culturally- and environmentally-appropriate land use that reduces poverty, respects rights and conserves globally-threatened forest biodiversity, and informs conservation of Paraguay's remaining Atlantic Forest fragments.

4. Country(ies)

Which eligible host country(ies) will your project be working in? You may copy and paste this table if you need to provide details of more than four countries.

Country 1: PARAGUAY	Country 2:
Country 3:	Country 4:

5. Project dates, and budget summary

Start date: 1 st April 2016	End date: 31 st March 2019	Duration (in years): 3 years		
Darwin request	2016/17 £ 115,478	2017/18 £ 97,492	2018/19 £ 96,274	Total request £ 309,244
Proposed (confirmed & unconfirmed) matched funding as % of total Project cost				14%
Are you applying for DFID or Defra funding? (Note you cannot apply for both)		DFID		

6. Partners in project. Please provide details of the partners in this project and provide a CV for the individuals listed. You may copy and paste this table if necessary.

Details	Project Leader	Project Partner 2	Project Partner 3
Surname	Thomas	Yanosky	Villarte
Forename (s)	David	Alberto	Abraham
Post held	Head, Communities and Livelihoods	Executive Director	General manager
Organisation (if different to above)	BirdLife International	Guyra Paraguay	Lauro Raatz S.A.
Department	Partnership, Capacity and Communities		Administration
Telephone			
Email			

Details	Project Partner 3	Project Partner 4	Project Partner 5
Surname	Garay	Bosco	González
Forename (s)	Nelson	Juan	Lourdes
Post held	Production Manager	Mayor	Tutor of Research
Organisation (if different to above)	Guayaki	Municipality of Alto Vera and the State Government of Itapua	Universidad Nacional de Asunción
Department	Production	Chief Executive	Postgraduate
Telephone			
Email			

7. Has your organisation been awarded a Darwin Initiative award before (for the purposes of this question, being a partner does not count)? If so, please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
21-2665	David Thomas	Mainstreaming biodiversity and ecosystem services into community forestry in Nepal
20-024	Dr Mark O'Brien	Delivering sustainable forest management for Fiji's people and wildlife
19-022	Melanie Heath	Ecosystem conservation for climate change adaptation in East Africa
18-005	Alison Stattersfield	Understanding, assessing and monitoring ecosystem services for better biodiversity conservation
18-011	David Wege	Building a future for Haiti's unique vertebrates
17-026	Steve Cranwell	Restoration of priority Pacific Island ecosystems for people and biodiversity

9. Please list all the partners involved (including the Lead Institution) and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. This section should illustrate the capacity of partners to be involved in the project. Please provide written evidence of partnerships. Please copy/delete boxes for more or fewer partnerships.

<p>Lead institution and website:</p> <p>BirdLife International</p> <p>www.birdlife.org</p>	<p>Details (including roles and responsibilities and capacity to lead the project): (max 200 words)</p> <p>BirdLife International is the world's largest network of national, membership-based conservation NGOs. The UK-based Secretariat has led, or participated in, many large-scale and multi-national conservation projects worldwide and BirdLife has globally-respected expertise in biodiversity science, civil-society engagement and local livelihoods.</p> <p>Integration of biodiversity and livelihoods is a key component of BirdLife's mission. BirdLife (Secretariat and Partnership) has experience of biodiversity and agriculture (including standards setting and certification) across geographical locations and crops, including cocoa (Brazil), coffee (El Salvador), wine and salt (South Africa) and beef (Southern Cone).</p> <p>BirdLife has worked with Guyra Paraguay, BirdLife Partner in Paraguay, for over 18 years, including on policy and practical measures to conserve Atlantic Forest, demonstrating innovative approaches which respect and promote the land rights of indigenous peoples.</p> <p>For the proposed project, BirdLife will provide overall project coordination, and lead on reporting and liaison with the Darwin Secretariat. BirdLife will also contribute its communications expertise; experience drawn from its global forest conservation programme; its experience in capacity needs assessment, skills and capacity development and training design; experience of biodiversity in agricultural systems; expertise in biodiversity and ecosystem services assessment and monitoring; and through sharing project results and tools via its regional and international networks.</p>
<p>Have you included a Letter of Support from this institution?</p>	<p>Yes</p>

<p>Partner Name and website where available: Guyra Paraguay</p> <p>http://www.guyra.org.py/index.php?lang=es</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>Guyra Paraguay (Guyra) is Paraguay's leading biodiversity conservation organization, and national BirdLife Partner, leading conservation programmes since 1997; including sustainable development projects integrating livelihoods, agricultural production and conservation that benefit local communities.</p> <p>Guyra has over 30 staff (equal numbers of men and women), manages an annual budget of over \$1m, raising over \$20m in the last 15 years and has worked at San Rafael since 2001.</p> <p>Over the last 5 years, Guyra has been developing sustainable agriculture with small producers around the buffer zone of San Rafael, recently experimenting with native yerba mate to support conservation and livelihoods, reviving traditional practices and knowledge.</p> <p>Guyra has led the following projects:</p> <ul style="list-style-type: none"> • Supporting small producers at Alto Verá in sustainable soy production, and complementary crops, and promoting certification, access to markets and financial resources. • Strengthening the capacity of women farmers to participate in community development (through nurseries producing 120,000 yerba mate plants) in Santa Ana and Libertad del Sur. • Reduction of GHG emissions from deforestation and forest degradation in the Paraná Atlantic ecosystem - Forest Protection in La Amistad Community, San Rafael. <p>Guyra will lead all in-country project implementation, drawing on existing relationships and experience as outlined above.</p>
Have you included a Letter of Support from this institution?	Yes
<p>Partner Name and website where available: Lauro Raatz S.A.</p> <p>http://www.pajarito.com.py/english/comp.any.html</p> <p>and Guayaki</p> <p>http://guayaki.com/</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>The two yerba mate companies will play a leading role in advising on sustainable production and development of products required by the market; supporting Guyra and small producers in production, farm management, provision of seedlings, cropping and care of growing plants until the first leaf harvest¹.</p> <ul style="list-style-type: none"> • Lauro Raatz will provide guidance on care of seedlings and young plants during the production process, from the quality of seedlings, up to 3-4 years when the plants come into production. • Guayaki will provide advice and support on accessing international trade and support Guyra in the certification process. <p>Guyra has been working with Lauro Raatz for 3 years under an existing agreement, whereby they provide advice in relation to Guyra's forest restoration projects.</p> <p>Both companies will work closely with Guyra project staff, giving technical guidance on shade-grown production (moving from current sun-grown) which is biodiversity-friendly, organic, fair trade and beneficial to forest conservation.</p> <p>These (and other) mate companies have a strong business incentive for engaging in the project – there is high and growing demand for shade/organic yerba mate, especially for export markets, which is currently unmet. LR and Guayaki will cooperate to provide a guaranteed market for the yerba harvested under the project.</p>
Have you included a Letter of Support from this institution?	Yes

¹ Initially we will work with these two named companies, but expect to recruit others during project implementation.

<p>Partner Name and website where available:</p> <p>The Municipality of Alto Vera and the State Government of Itapua</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>Alto Vera Municipality has some of the highest levels of poverty within one of Paraguay's richest and most populous Departments (Itapua). The Mayor and Municipal Board have committed to adopt this project as a means of nature conservation that is compatible with productive livelihoods, income generation, forest conservation, soil conservation, adaptation to climate change by the most vulnerable, food security and valuing natural and traditional cultures.</p> <p>The same objectives lie behind the support from the Department of Itapua which sees potential for promotion of a differentiated yerba mate with potential markets nation-wide, and also regionally and internationally. The project's main contacts will be within the Secretariat of Indigenous Issues and the Department for Agricultural Development.</p> <p>Specific roles include:</p> <ul style="list-style-type: none"> • Creation of state policy and associated ordinance that inserts the project's approach into forest conservation measures; • Participation of agricultural technicians who are working with small producers in the project area and throughout the state; • Provision of information on small producers (held within Agricultural Department databases) to effectively target farmers with which to engage in shade yerba mate (for maximum impact on forest conservation/poverty); • Provision of machinery (e.g. tractors) and facilities (auditorium for meeting with farmers and Indigenous Peoples). 	
<p>Have you included a Letter of Support from this institution?</p>		<p>Yes</p>
<p>Partner Name and website where available:</p> <p>Universidad Nacional de Asunción</p>	<p>Details (including roles and responsibilities and capacity to engage with the project): (max 200 words)</p> <p>Guyra Paraguay has an agreement with the School of Agronomics (which offers 5 different courses including Forest Science and Forestry; Human Ecology; and Environmental Science) of the National University of Asuncion. The agreement concerns the promotion of internships, collaborative research, support to theses and in-field cooperation.</p> <p>The School of Agronomics (known as FCA – Facultad de Ciencias Agrarias) has a postgraduate programme into which the results and experiences of this project will be inserted, providing the basis for building awareness and capacity among a cohort of students/agronomists. Theses associated with the project will also be encouraged and supported.</p> <p>This long term relationship between Guyra Paraguay and the FCA will provide the platform for collaboration for this project. Through this project the terms of that relationship will be reviewed and renewed, in order to bring new areas of expertise and training according to the project's needs.</p> <p>Guyra and UNA have signed a memorandum on scientific and technical cooperation – which is included in lieu of a LOS specific to this project.</p> <p>Guyra Paraguay is also in the process of developing a new agreement with a local University in Colonias Unidas (Catholic University, School of Agronomic Sciences).</p>	
<p>Have you included a Letter of Support from this institution?</p>		<p>Yes (see note above)</p>

10. Key Project personnel

Please identify the key project personnel on this project, their role and what % of their time they will be working on the project. Please provide 1 page CVs for these staff, or a 1 page job description or Terms of Reference for roles yet to be filled. Please include more rows where necessary.

Name (First name, surname)	Role	Organisation	% time on project	1 page CV or job description attached?
David Thomas	Project Leader	BirdLife	10	Yes
Cath Tayleur	Project Manager	BirdLife	33	Yes
Veronica Anadon	Regional focal point/technical support	BirdLife (Americas)	13	Yes
Alberto Yanosky	Project Leader (Paraguay)	Guyra Paraguay	20	Yes
Rodrigo Zárate	National Coordinator	Guyra Paraguay	50	Yes
Daniel Espínola	Community mobilisation	Guyra Paraguay	10	Yes
Evelyn Britez	Monitoring Assistant	Guyra Paraguay	50	Yes
Cristina Penayo	Project Administrator	Guyra Paraguay	30	Yes
Sebastian Pellegrini	Administrative assistant	Guyra Paraguay	30	Yes

Notes:

1) Staff from project partners (Guayaki, Lauro Raatz, Municipal and State Government, Universidad Nacional de Asunción - see Sec. 9) will provide their input in-kind (i.e. not financed by Darwin) and so have not been included in this table.

2) The project will also employ two local consultants – individuals experienced in the production of market-quality shade/organic yerba mate, and in working with Indigenous Peoples and campesino communities, and with established connections to them. The CVs of these individuals (Jose Acosta and Gabriel Sanchez) have been included.

11. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of biodiversity and (essential for DFID projects) its relationship with poverty. For example, what are the drivers of loss of biodiversity that the project will attempt to address? Why are they relevant, for whom? How did you identify these problems?

If your project is working on an area of biodiversity or biodiversity-development linkages that has had limited attention (both in the Darwin Initiative portfolio and in conservation in general) please give details.

(Max 300 words)

Atlantic forest (AF) is a global biodiversity hotspot², reduced to less than 10% of its original area, and a regional bird conservation priority, harbouring 199 endemic species (more critically endangered than any other neo-tropical region³). San Rafael 'Reserve for National Park'⁴ is the largest (72,849 ha), and highest priority AF in Paraguay, home to 400 bird species (12 globally threatened), endemic deer, Jaguar and Brazilian Tapir.

Most Paraguayan AF lies within Indigenous Peoples' ancestral domain. Within San Rafael, 600 Mbyá Guarani people live in 22 communities, forest-dependent for products, cultural and ecosystem services. Two previously transient communities (Arroyo Moroti and Arroyo Claro,

² Myers N., Mittermeier R.A., Mittermeier C.G., da Fonseca G.A.B. and Kent J. 2000. Biodiversity hotspots for conservation priorities. *Nature* 403: 853–858.

³ Stattersfield A.J., Crosby M.J., Long A.J. and Wege D.C. 1998. *Endemic Bird Areas of the World*. BirdLife International, Cambridge.

Stotz D.F., Fitzpatrick J.W., Parker T.A. III. and Moskovits D.K. 1996. *Neotropical Birds: Ecology and Conservation*. University of Chicago Press, Chicago and London.

⁴ The San Rafael area has been declared as an area "reserved to become a national park"

240 people) have settled, with tenure to c.500ha. 3 *campesino* communities, c.3000 people, live (legally) in the reserve's buffer zone.

Communities live in extreme poverty, lack services (health, education, sanitation), technical skills, institutional capacity, or access to markets. They rely on subsistence and low-scale cash-crop⁵ agriculture inadequate for basic needs, leading to food insecurity and child malnutrition.

As a result, campesino communities encroach on the reserve, agricultural clearance in the buffer zone exacerbates the threat of forest fires, and both communities are driven to illegal activities (timber cutting for charcoal, marijuana farming), affecting c.500ha of the reserve to-date. This problem is mirrored at c.80000ha of unprotected AF in Paraguay⁶, and there is a need for demonstrable solutions and policy to provide livelihoods for forest-dwelling IPs⁷ and campesinos alongside forest conservation.

AF conservation is a Paraguayan NBSAP priority. A 'zero deforestation' law was ratified in 2006⁸, but enforcement is limited by government resources. Market-driven incentives are, therefore, critical for reduced deforestation. In addressing this, the project will contribute to Aichi Targets 5, 7, 12 and 14.

BirdLife/Guyra Paraguay identified these problems (and solutions) through >15 years working at San Rafael, with communities and government departments.

12. Biodiversity Conventions, Treaties and Agreements

Which of the conventions supported by the Darwin Initiative will your project support? Note: projects supporting more than one convention will not achieve a higher scoring

Convention On Biological Diversity (CBD)	Yes
Nagoya Protocol on Access and Benefit Sharing (ABS)	No
International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)	No
Convention on International Trade in Endangered Species (CITES)	No

12b. Biodiversity Conventions

Please detail how your project will contribute to the objectives of the convention(s), treaties and agreements your project is targeting. You may wish to refer to Articles or Programmes of Work here. Note: No additional significance will be ascribed for projects that report contributions to more than one convention

(Max 200 words)

The project will help Paraguay fulfil its national biodiversity strategy (ENPAB) and Aichi Target commitments as follows:

Cultivation of shade-grown yerba mate will demonstrate a sustainable agriculture and forest management approach which conserves biodiversity (AT7/ENPAB-*Agricultural Resources*⁹) and carbon stocks (AT15) and contributes to sustainable, area-based conservation beyond PAs (AT11/ENPAB-*Conservation of natural resources in situ*¹⁰).

⁵ Mainly corn (maize) and sesame respectively

⁶ Data from the Indigenous Institute

⁷ Indigenous Peoples

⁸ Ley de deforestación cero "de prohibición en la región oriental de las actividades de transformación y conversión de superficies con cobertura de bosques". El Congreso de la Nación Paraguaya sanciona con fuerza de Ley 2524/04.

⁹ *Agricultural resources*. Develop and apply a system of sustainable farming production taking into consideration economic, social and environmental aspects.

¹⁰ *Conservation of natural resources "In Situ"*. Strengthen and upgrade the SINASIP (Sistema Nacional de Areas Silvestres Protegidas) ... in order to effectively maintain at least 17% of the national territory under some category of management compatible with the conservation and sustainable use of biological diversity

The project recognises the rights and needs of San Rafael's Indigenous Peoples and *campesinos*, seeks their full participation, and draws on traditional knowledge (AT18/ENPAB-*Indigenous territories*¹¹).

The project will help conserve forest on which the livelihoods of Mbya Guarani depend (AT14/ENPAB-*Urban and rural development*¹²). Research and pilot projects have demonstrated that shade yerba mate can provide sustainable forest use that supports globally important biodiversity¹³. The project will benefit San Rafael's threatened species, and, through policy-driven replication, additional species long-term (AT12/ENPAB-*Threatened species*¹⁴).

Working with the Indigenous Institute and Itapua State Government, the project will integrate the approach into the National Forestry Institute strategy (2019-2024) and state-level implementation of the National Development Strategy. Medium-term, this is expected to help reduce loss and degradation of AFs regionally (AT5/ENPAB-*Sustainable forest management*¹⁵) and contribute to the SDGs, especially Goals 1, 2, 3 and 15.

12c. Is any liaison proposed with the CBD/ABS/ITPGRFA/CITES focal point in the host country?

Yes if yes, please give details:

Guyra Paraguay has a long term relationship with the CBD/ABS/ITPGRFA/CITES focal points, all located within the Secretary of the Environment (SEAM), and focused on helping the Government towards achieving biodiversity conservation outcomes. This project will make an important contribution to the National Strategy for Biodiversity Conservation (ENPAB, see above) and given its focus on using a native plant resource which has a recognized position in global markets, this project will also contribute to the Nagoya Protocol at the national level.

13. Methodology

Describe the methods and approach you will use to achieve your intended outcomes and impact. Provide information on how you will undertake the work (materials and methods) and how you will manage the work (roles and responsibilities, project management tools etc.).

(Max 500 words – this may be a repeat from Stage 1, but you may update or refine as necessary. Tracked changes are **not** required.)

Cultivated in South America for centuries, drawing on traditions, skills and indigenous technical knowledge, the leaves of native yerba mate (*Ilex paraguariensis*) are harvested to make maté (tea). Predominantly grown in full sun, it can be shade-grown under native trees, supporting biodiversity, including globally threatened species¹⁶. Higher prices for organic, shade-grown yerba compensate for slightly lower yields and increased labour.

Private sector partner, Guayaki's, work with the indigenous Ache at Kue Tuvy Preserve in Paraguay has demonstrated the potential through organic shade yerba cultivation to empower IPs, improve livelihoods, and conserve forest biodiversity. However, wider application has been impeded by limited technical expertise amongst forest-dependent communities, limited government resources for promotion and capacity building, and the time required to establish yerba production.

Mbya Guarani and campesino communities at San Rafael are interested in establishing organic shade yerba cultivation (many campesino households cultivate full-sun yerba as part of mixed

¹¹ *Territories under special jurisdiction – Indigenous territories*. Establish participative mechanisms in order for indigenous peoples to take active and effective part in the CBD's implementation.

¹² *Urban and rural development*. To generate and implement a national policy for the sustainable urban and rural development.

¹³ Kristina L. Cockle, Marty L. Leonard and A. Alejandro Bodrati (2005) Presence and abundance of birds in an Atlantic forest reserve and adjacent plantation of shade-grown yerba mate, in Paraguay. *Biodiversity and Conservation* 14: 3265–3288.

Bradbury, M.R. (2014) Yerba Mate (*Ilex Paraguariensis*) Production, Agricultural Change, and Livelihood Security in South-eastern Paraguay. The University of Montana, *Theses, Dissertations, Professional Papers*. Paper 4265

¹⁴ *Threatened species*. To ensure the long term viability of vegetal and animal populations that present actual and potential conservation problems.

¹⁵ *Sustainable forest management*. Prepare a national forest policy and strategy that includes social and economic benefits, conserving biodiversity and promoting local participation

¹⁶ Kristina L. Cockle, Marty L. Leonard and A. Alejandro Bodrati (2005) Presence and abundance of birds in an Atlantic forest reserve and adjacent plantation of shade-grown yerba mate, in Paraguay. *Biodiversity and Conservation* 14: 3265–3288

crops), and the project seeks to capitalise on this interest, an increasing price per kilo and unmet demand, and strong government support, to employ this sustainable livelihood to protect San Rafael, and, alongside learning from Kue Tuvy, inform the conservation of c.80,000 ha of unprotected Paraguayan Atlantic Forest.

Working with the private sector, government agencies and Mbya Guarani/campesino communities, the project will create demonstration shade-grown yerba farms covering 50ha. 10ha at Arroyo Moroti/Arroyo Claro, 40ha across campesino settlements. Innovative mentoring, peer-to-peer learning and capacity-building will be established between the Mbya Guarani/campesinos and the Ache¹⁷.

Yerba mate harvested under the project will secure a premium price. The project has commitments (technical support and purchase guarantees) from Lauro Raatz S.A.¹⁸ and Guayaki¹⁹. Increasing demand for organic shade-grown yerba (Guayaki reports 30% growth p.a.) exceeds supply.

To empower the communities, CBOs will be established (one each for Mbya Guarani/campesinos), with representation of women and men, and culturally-appropriate capacity development (based on participatory needs assessment) to enable communities to plan, manage and negotiate their farm and business interests long-term.

The Mbya Guarani hold assets and income in common. The project will uphold this governance model, providing advice as needed in applying income for community development. Livelihoods and wellbeing impacts will be monitored using mixed methods, and indicators developed through participatory approaches.

In collaboration with UNA, research and monitoring of the effects of farm management on birds, biodiversity and yerba productivity will inform evidence-based guidelines on shade yerba production as a basis for policy-advocacy and training (workshops, guidelines) targeted at government officers, farmers, NGOs and private sector stakeholders. Project impact on deforestation at San Rafael will be monitored against baseline using satellite imagery.

Guyra will work with the Indigenous Institute and the Itapua State Government to integrate the approach into AF conservation policy, at state (state-level implementation of the National Development Strategy, through the Ministry of Agriculture, provides a mechanism) and national level.

BirdLife will lead project coordination, technical/financial reporting, with progress monitored using agreed indicators quarterly (electronically) and annually (face-face) by steering committee. Partner roles outlined under 'partner organisations'.

14. Change Expected

Detail the expected changes this work will deliver. You should identify what will change and who will benefit a) in the short-term and b) in the long-term.

- If you are applying for Defra funding this should specifically focus on the changes expected for biodiversity conservation and its sustainable use.
- If you are applying for DFID funding you should in addition refer to how the project will contribute to reducing poverty. Q15 provides more space for elaboration on this.

(Max 300 words)

Key changes will include:

Creation of 50ha of organic, shade yerba, yielding (from year 3 – first harvest) an average of 4.5 Tonnes/ha (initial yields will be lower), with sales value of US\$500/Tonne, distributed and used for community development projects, benefiting 5 Mbya Guarani/campesino communities (3240 people). Priorities will be identified and impacts assessed according to community-defined wellbeing indicators; ongoing discussions identify water, health, education and

¹⁷ The Ache and the Guarani do not have a good history of working together – indeed they are more often in direct opposition especially over land. One benefit of this project will be the facilitation and demonstration of a cooperative relationship between these two indigenous peoples.

¹⁸ Pajarito brand - <http://www.pajarito.com.py/english/company.html>

¹⁹ <http://guayaki.com>

transport as development concerns. Moreover, it will establish productive farmland that is habitat for threatened Atlantic forest biodiversity²⁰.

Reduced threats to forest biodiversity.

Mbya Guarani/campesino communities are driven by extreme poverty to unsustainable and illegal land use and encroachment. Until now, a viable alternative has not been available. Experience at Kue Tuvy Reserve has shown that shade yerba can provide that alternative. We expect threat measures (cut stumps, hectares of marijuana, encroachment) to decrease by 50% from a year 1 baseline.

Establishment of 2 new CBOs, representing the collective interests of Mbya Guarani and campesino yerba maté farmers (men and women) at San Rafael. CBOs will help with technical development and marketing, to deliver a viable alternative to unsustainable, unproductive farming and illegal timber cutting. By end of project, CBO members will have basic literacy, numeracy and financial management skills; have developed plans for shade yerba-based livelihood development; be directly negotiating purchase agreements with companies; and be able to monitor impacts of their initiatives on community wellbeing.

Integration of shade yerba mate as an approved strategy for Atlantic forest conservation. Evidence from the project's monitoring and research, and experience-based guidelines and good practice, will inform Itapua State and National Forest Institute policies, including State-level implementation of the National Development Strategy, by promoting shade yerba as a dimension to equitable, rights-based conservation of Atlantic forests, delivering long-term benefits for biodiversity, indigenous peoples and campesinos.

15. Pathway to poverty alleviation – ESSENTIAL FOR DFID PROJECTS, OPTIONAL FOR DEFRA PROJECTS

Please describe how your project will benefit poor people living in low-income countries. Give details of who will benefit and the number of beneficiaries expected to be impacted by your project. The number of communities is insufficient detail – number of households should be the largest unit used. If possible, indicate the number of women who will be impacted.

(Max 300 words)

The project will promote productive agro-ecosystems that develop and apply traditional yerba mate production methods, and establish links to markets to secure increased cash incomes for forest-dependent Mbya Guarani and forest-adjacent campesino communities²¹. The project will directly benefit settled Mbya Guarani at Arroyo Moroti and Arroyo Claro (240 people) and campesinos at La Amistad, Santa Anna and Libertad del Sur (3000 people) – in equal ratios of men and women.

There is extreme poverty among all these communities, especially the Mbya Guarani²², whose communal economy means that increased income will be used for community development projects, as decided by committee under the authority of the *Cacique* (head man). Among the campesinos there is a higher level of individual land and property ownership, such that increased incomes are expected to provide benefits at both individual household and community level. Income generation is a priority (for women and men) for purchasing goods

²⁰ This project will focus on 50 ha of land that has become degraded as a result of exploitation for charcoal production, fuelwood and harvesting of leaves and fibres. However, large trees remain intact. Growing the native yerba mate (*Ilex paraguayensis*) will re-establish the understory vegetation, providing habitat for Atlantic forest biodiversity.

²¹ A recent study concluded that “Yerba mate production was found to be a profitable option for reducing certain sources of vulnerability, but the ability of households to invest in it was limited by several factors including high initial costs and lack of credit”. This project will help communities to overcome these barriers. (Bradbury, M.R. (2014) Yerba Mate (*Ilex Paraguariensis*) Production, Agricultural Change, and Livelihood Security in Southeastern Paraguay. The University of Montana, *Theses, Dissertations, Professional Papers*. Paper 4265).

²² Alto Vera is one of the poorest districts in Paraguay with a poverty index of 46.6%, rising to 74%, for campesino and indigenous families around San Rafael (<http://www.paraguay.gov.py/estadisticas>). Literacy rates and years completed at school are well below the national average (<http://www.dgeec.gov.py/Publicaciones/Biblioteca/Web%20Paraguay%20Total%20Pais/3%20Diagnostico%20poblacion.pdf>). There is a single, basic school serving communities at San Rafaelon (No. 7.465 Santa Elena with 90 students) although another is under construction. The nearest health centre (Centro de Salud de Fram) is a 40 km walk away for many communities.

and services not provided from their land or the forest. Discussions have identified water, access to education²³, health²⁴ services and transport of produce to market, as priority concerns (nutritional needs being met largely from land and forest resources). For the Mbya Guarani, shade yerba mate contributes to cultural wellbeing (preservation of their forest-dwelling lifestyle). Mbya Guarani women possess cultural knowledge on harvesting yerba leaves, for which they are solely responsible; this project will preserve this tradition, upholding women's status accordingly. Guyra will work in partnership with the Ministry of Women to ensure that gender issues are effectively mainstreamed into the project.

The project will also strengthen the position of both Mbya Guarani and campesinos in relation to other institutions/decision-makers – notably government and the private sector. Capacity built among community institutions (including women members), and facilitation of connection and dialogue, will build political, social and institutional capital.

16. Exit strategy

State whether or not the project will reach a stable and sustainable end point. If the project is not discrete, but is part of a progressive approach, give details of the exit strategy and show how relevant activities will be continued to secure the benefits from the project. Where individuals receive advanced training, for example, what will happen should that individual leave?

(Max 200 words)

The project will reach a sustainable end point, empowering community institutions, and establishing shade yerba mate production at San Rafael. As the yerba mate matures and communities gain experience, productivity and economic benefit will increase. Involvement of private sector companies will ensure access to technical support and an established market.

The project's impact on forests and livelihoods will continue through: strengthened community-based organisations with the capacity for cultivation, marketing and benefit-sharing of shade-grown yerba; and supporting Itapua State government to put in place guidelines concerning biodiversity conservation and the production of shade-grown yerba mate at Atlantic Forests. Working closely with State and Municipal government will help to ensure ownership, understanding and commitment to expanding and continuing the approach.

At national level, the project will seek to influence the National Forestry Institute's next 5 year strategy (2019-2024) -to be developed during 2018 – providing the opportunity to embed the project experience into national policy.

Through production and distribution of evidence-based guidelines on shade-grown yerba mate cultivation (Output 3) to farmers, forest department, agricultural agencies, university graduates and conservation project teams at other Atlantic Forest sites, the project will establish the basis for a strategic approach to sustainable forest conservation through agro-forestry.

17a. Harmonisation

Is this a new initiative or a development of existing work (funded through any source)? Please give details (Max 200 words)

The project originated as a request for support from the indigenous community for a forestry management plan that helps cover basic needs following a reduction in the forested extent of their ancestral lands, traditionally used for hunting and gathering.

The project is a new initiative but builds on 15 years of work by Guyra in San Rafael, working with private landowners and indigenous and small-scale farming communities to protect the forest (including replanting by campesino communities of cleared forest areas with yerba mate), and relationship building with the yerba mate industry to scope the project's potential.

Relevant Guyra initiatives on which this project will build are outlined under partner experience in Question 9.

²³ Legislation in Paraguay requires education to be provided equally to girls and boys.

²⁴ Their physical and social isolation means that the Guarani often don't participate in vaccination campaigns, and the incidence of diseases such as TB are high as a result.

The project will also build on the experiences of production and marketing of shade yerba mate of the Aché Guayakí Indigenous Peoples' at the Kue Tuvy Reserve (facilitated through the partnership with Guayaki and Guyra's own links with this community). Guyra Paraguay has already helped reduce pressure on this area of forest by working with 130 families to adopt best farming practices and reforest critical areas, including linking these farmers to local and national markets for yerba mate, citrus fruits and soybean.

17b. Are you aware of any other individuals/organisations/projects carrying out or applying for funding for similar work? Yes/No

If yes, please give details explaining similarities and differences explaining how your work will be additional to tis work and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits.

As noted above (17a), there are (past and ongoing) initiatives on a) forest conservation, b) development support to Indigenous Peoples, and c) production of shade yerba mate, and the project is taking lessons from these. Features that make this project innovative include:

- The project is being established with **strong links to State (Department), Municipal and National government**, providing a firm basis for sustainability and long-term impact.
- Linked to the above point, the project has **clear policy objectives**, fulfilment of which will establish the project's mechanism for linking biodiversity and livelihoods within the strategies of government.
- The project also includes a **research component to strengthen the evidence base**, and through established and new links to universities will improve the scientific basis for shade yerba mate as a mechanism for biodiversity conservation.
- Implementation within Indigenous lands within and around a (reserved for) **State Protected Area** is a new departure, and establishes a precedent for linking livelihoods at protected areas.
- Finally, the project takes **multi-institution collaboration** to a new level, involving as it does government (National Department, Municipal), universities, private sector, international and national NGOs and local community institutions.

We are not aware of any other organisations applying for funding for similar work.

18. Ethics

Outline your approach to meeting the Darwin Initiative's key principles for research ethics as outlined in the guidance notes.

(Max 300 words)

The project will meet all relevant legal obligations, follow ethical principles of respect for persons, beneficence and justice, and apply social safeguards principles in accordance with BirdLife's social assessment framework for projects.

The project will be led in Paraguay by Guyra Paraguay. Guyra has a long history, and accumulated experience of working successfully with communities, including IPs, whose rights they have championed through previous conservation projects at San Rafael. In this project they will work closely with the national Indigenous Institute (INDI) obtaining all necessary permissions, ensuring that the rights and needs of the people affected are properly solicited, respected and addressed.

Through close collaboration with communities and their organisations we will ensure that full account is taken of traditional knowledge (TK). There is a long history of cultivating Yerba Mate by IPs, and the project will respect, acknowledge and apply the TK of the Mbya Guarani (and other IPs, e.g. the Aché) in relation to its cultivation and harvesting in shade conditions.

FPIC will be obtained from all communities involved in the project, to ensure they are fully aware of the purpose and context, with opportunities to undertake collective decision-making and to give their consent and views throughout. The project will adopt participatory approaches

and promote gender inclusivity.

Regarding any research, as a benchmark we will refer to the ethical guidelines of the Social Research Association (<http://the-sra.org.uk/wp-content/uploads/ethics03.pdf>).

BirdLife has policies relevant to UK legal and ethical obligations, including staff behaviour and conduct; data protection; risk; hospitality and bribery; and equal opportunities. The BirdLife Partnership (including Guyra) is committed to a rights-based approach to conservation and has agreed positions on conservation and human rights and on gender (<http://www.birdlife.org/worldwide/programme-additional-info/conservation-and-rights>). BirdLife has a health and safety policy, including a risk assessment procedure which project staff will follow.

19. Raising awareness of the potential worth of biodiversity

If your project contains an element of communications, knowledge sharing and/or dissemination please provide a description of your intended audience, how you intend to engage them, what the expected products/materials there will be and what you expect to achieve as a result. For example, are you expecting to directly influence policy in your host country or is your project a community advocacy project to support better management of biodiversity?

(Max 300 words)

- The project will raise awareness about an indigenous species (*Ilex paraguariensis*) with potential to contribute to livelihoods, climate change resilience and biodiversity conservation.
- Modern Paraguayan culture maintains strong links to indigenous culture (e.g. through Guarani language, traditional remedies), but links to biodiversity have diminished. Project communications will address this using forest-grown yerba mate as an example. Alongside local/national media coverage and public presentations on the project and role of biodiversity in Guarani culture, project results will feature in Guyra's weekly e-news (4000+ subscribers), website and monthly e-journal. 15 postings (minimum) will appear on social media annually.
- The project will share knowledge and build capacity among San Rafael's Mbya Guarani and campesinos. Technical assistance and commercialisation will build on traditional knowledge.
- Project experience will be shared with the private sector and extension agencies through technical fact sheets, to encourage replication across AF sites.
- A key policy objective is inclusion of the approach within the National Forest Institute, INFONA's, strategy. Guyra will work closely with INFONA, through regular updates and at least one annual site visit, together with the Secretary of the Environment.
- At academic level, the project will reach over 500 students and 50 professors annually, through lectures, conferences, and research reports. The project will encourage at least 2 theses to be undertaken on the project and 2 internships by FCA members. Experience and results will be presented at, at least, two scientific events.
- Project results and lessons will be shared internationally through the BirdLife Partnership and with cross-sector audiences through BirdLife's global forest conservation and local empowerment programmes²⁵, utilising web-based news stories, case studies in publications, technical workshops and policy meetings.
- A short video, describing the approach, outcomes and lessons, will be produced for web posting, lesson-sharing events and community meetings.

²⁵ <http://www.birdlife.org/forests/>; <http://www.birdlife.org/worldwide/programmes/local-engagement-and-empowerment-programme>
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20. Capacity building

If your project will support capacity building at institutional or individual levels, please provide details of what form this will take and how this capacity will be secured for the future.

(Max 300 words)

The project will support capacity development at these levels:

Individuals. Through training and exchange visits (with the Aché), capacity will be built for sustainable land/forest management, and production and processing of organic, shade grown yerba mate to a quality suitable for target markets.

Community institutions. Through institutional strengthening and training in business management the project will build capacity of existing (campesinos) and new (Mbya Guarani) community institutions to enable them to trade, negotiate, keep accounts and effectively market their produce. As above, peer learning from other indigenous/campesino groups will be an integral part of the approach. Working with the Ministry for Women, the project will incorporate building capacity and empowering women's role in these institutions.

Individual researchers within Guyra Paraguay. Working with technical experts at BirdLife and the UNA, field staff from Guyra will enhance skills in survey methods, statistical analysis and report writing.

NGOs and government. Through collaborative work, this project will raise awareness and build skills among NGOs and government to work with IPs on forest conservation and management (building off Guyra's previous experience). Capacity will be built (technical skills) for shade-grown yerba mate (through workshops based on the project's evidence-based guidelines and through experienced consultants recruited from other regions/companies) – there is zero previous experience of growing shade mate within Itapúa.

Private sector Through its work with Guayaki and Lauro Raatz the project will raise awareness among companies of linkages between their product and nature/biodiversity; build capacity/knowledge on: cultivation of shade yerba mate for biodiversity benefits; working equitably and with cultural sensitivity with Indigenous Peoples; and commercialization and marketing using certification mechanisms (Fair Trade/Organic/Wildlife Friendly) - Lauro Raatz has little prior experience.

In all cases, emphasis will be on experience-based learning, so that knowledge and skills are applied and become embedded in individuals and institutions, securing capacity long-term.

21. Access to project information

Please describe the project's open access plan and detail any specific costs you are seeking from Darwin to fund this.

(Max 250 words)

Drawing on Guyra's experience of working with the Mbya Guarani and campesinos, guidance materials and documentation for local communities will be audience-appropriate (in language²⁶ and in reflecting culture and literacy levels) and non-technical. Communication with the Mbya Guarani will need to be predominantly oral. Costs of printed materials for raising awareness among decision-makers, NGOs, agronomy students etc. are included in the budget.

All the project's outputs will be made freely available through existing websites and other portals, principally those of Guyra Paraguay, and private sector partners. Materials will be made freely available through the websites of international networks (subject to permissions), such as CGIAR, the ICCA Consortium, PCLG and RECOFTC.

Information will be disseminated in Alto Verá District through FAPI²⁷, ACIDI²⁸, community radio stations, the electronic magazine of the National University of Asunción, national newspapers, and Itapúa Television.

Evidence-based guidelines on cultivation of shade-grown yerba mate produced by the project will be published on-line (websites as above). Peer-review publication of an article on factors affecting biodiversity in shade yerba will be sought in an appropriate Open Access journal

²⁶ The indigenous Mbya Guarani maintain their own language, and very few speak Spanish.

²⁷ Federation for the Self-Determination of Indigenous Peoples (FAPI), Paraguay

²⁸ Association of Indigenous Communities of Itapúa

(£1000 requested to fund publication).

Project results and lessons will be shared regionally and internationally through the BirdLife Partnership's communication channels, including the BirdLife World Congress (Singapore 2017). The budget includes £2600 for international travel to enable Guyra project staff to present results.

Guyra has established relations with national TV channels; radio broadcasters (local and national) and international broadcasters (BBC) and will seek media coverage appropriate to their audiences.

22. Match funding (co-finance)

a) Secured

Provide details of all funding successfully levered (and identified in the Budget) towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity.

Confirmed:

- San Rafael Biodiversity Conservation Fund. (Trust Fund [endowment] established with capital from Conservation International and World Land Trust) (£XXX)
- Conservation Fund for Paraguay's Forests (30 year Trust Fund capitalised by Swire Pacific Offshore and World Land Trust) (£XXX)
- National University of Asunción (In-kind) (£XXX)
- Yerba mate companies (In-kind contribution from Guayaki and Lauro Raatz) (£XXX)
- Guyra Paraguay (In-kind) (£XXX)
- National Council of Science and Technology (In-kind contribution to support communication among experts through social media) (£XXX)

22b) Unsecured

Provide details of any matched funding where an application has been submitted, or that you intend applying for during the course of the project. This could include matched funding from the private sector, charitable organisations or other public sector schemes.

Date applied for	Donor organisation	Amount	Comments
November 2015	Aage V Jensen Charity Foundation	£250,000	This is for additional, but complementary activity focused on protection of San Rafael through combination of strategic land purchases, conservation easements and PES and continuation of forest restoration (15ha) using yerba mate cultivation. This Darwin project is not dependent on the success of this application.

22c) None

If you are not intending to seek matched funding for this project, please explain why.

(max 100 words)

Not applicable

PROJECT MONITORING AND EVALUATION

MEASURING IMPACT

23. LOGICAL FRAMEWORK

Darwin projects will be required to report against their progress towards their expected outputs and outcomes if funded. This section sets out the expected outputs and outcomes of your project, how you expect to measure progress against these and how we can verify this.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Impact: Policy-driven cultivation of shade-grown yerba maté within and around Paraguay's Atlantic Forests provides a market-driven, culturally and environmentally appropriate land-use that reduces poverty, respects indigenous peoples' rights and conserves biodiversity.			
Outcome: 30 words Shade-grown yerba mate reduces forest degradation at San Rafael, provides a poverty reduction route for 5 communities, and a sustainable land use model for additional c.80,000 ha of Paraguayan Atlantic Forest.	0.1 By end of project, settled Mbya Guarani (240 people) and 3 campesino communities (3000 people) in San Rafael have improved farm/forest incomes and wellbeing (as defined by the communities, and compared to year 1 baseline) from sales of organic/shade yerba mate. 0.2 By end of project, participating communities have increased capacity for cultivation of shade mate, and for collective negotiation and marketing of their produce, through strengthened and empowered CBOs representing shade-yerba producers. 0.3 Threats to the forest in areas occupied/used by participating Mbya Guarani and campesino communities (>7000 ha), including extent of illegal and/or unsustainable farming in the forest (e.g. cultivation of marijuana, area of encroachment into primary forest, and forest fires) and incidence of illegal use of forest resources (e.g. timber cutting, hunting), have reduced by 50% from the year 1 baseline by end of project. 0.4 By end of project, 50 ha of indigenous/campesino forest land in San Rafael shows how management can generate income (yerba mate) and retain suitable habitat for threatened/target Atlantic forest biodiversity, as demonstrated by existence of on-farm populations of identified indicator species (see indicator 2.4). 0.5 By end of project, shade-grown yerba mate has been adopted as part of a strategy for linked Atlantic Forest conservation and livelihoods development through incorporation into the 5-year strategy of the National Forestry Institute - INFONA (2019-2024).	0.1 Household/community income and wellbeing survey reports (livelihoods and wellbeing measures identified through participatory surveys, focus groups and qualitative methods) 0.2 Constitution and registration documents; Capacity assessment report from CBO; reports of harvests/yields of yerba mate 0.3 Reports of threat monitoring surveys 0.4 Report of on-farm biodiversity surveys; area of managed shade-grown mate; order/sale agreements with companies 0.5 Government records of meetings and	Indigenous communities and campesinos continue to be receptive to the project San Rafael is not threatened by new impacts that advance too quickly for the project to address, such as property invasion by squatters Local and national authorities continue to provide appropriate political support for the conservation of San Rafael and Atlantic Forest Development of the NFI strategy proceeds as planned

Project summary	Measurable Indicators	Means of verification	Important Assumptions
		decisions made; INFONA strategy documents/plans.	
<p>Outputs:</p> <p>1. Institutional frameworks (CBOs) with the capacity (social and institutional capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established through a participatory process among settled Mbya Guarani and campesino communities in San Rafael.</p>	<p>1.1 By the end of year 1, communities have established organisations regarding yerba mate production, with culturally-appropriate and equitable representation from women and men.</p> <p>1.2 By the end of year 1, capacity needs of CBO members for shade-grown yerba mate cultivation, management and marketing completed.</p> <p>1.3 By the end of year 2, CBOs have developed plan(s) for production and marketing of shade yerba mate being grown by communities in San Rafael.</p> <p>1.4 By the end of year 3, community/CBO representatives (women and men) have received training in numeracy, literacy and basic accounting, to support fair and effective engagement in markets.</p> <p>1.5 By middle of year 3, the CBOs are in direct discussion with private sector buyers concerning their shade yerba mate.</p>	<p>1.1 Registration documents, constitution and membership lists</p> <p>1.2 Capacity assessment report</p> <p>1.3 Business plans</p> <p>1.4 Training course attendance certificates</p> <p>1.5 Minutes of meetings between CBOs and buyers</p>	<p>The local CBOs establish themselves with sufficient capacity and remain viable and engaged</p> <p>IPs and campesinos remain committed and interested in the cultivation and marketing of shade yerba mate</p>
<p>2. Shade-grown yerba mate is being grown in 50ha of indigenous peoples' and campesino forested lands increasing incomes, and restoring/maintaining habitat suitable for threatened Atlantic forest endemics.</p>	<p>2.1 By end of month 9, communities have decided on locations for shade-grown yerba production, and have planted 25 ha.</p> <p>2.2 By end of year 2, 50ha of shade-grown yerba mate have been established (10ha at communities of Arroyo Moroti and Arroyo Claro, 40ha at campesino communities).</p> <p>2.3 From middle of year 2 to end year 3, yerba mate farmers from San Rafael make at least 4 visits to the Ache of Kue Tuvy, for peer-to-peer learning.</p> <p>2.4 By end of year 3, Atlantic Forest endemics and threatened species occur/breed in the shade yerba mate farms. [Building on on-going biodiversity monitoring work being conducted by Guyra, a baseline will be established in year 1; target indicator species will include Helmeted Woodpecker (<i>Dryocopus galeatus</i>)²⁹ and Saffron toucanet (<i>Pteroglossus bailloni</i>)³⁰]</p>	<p>2.1 Maps and satellite images</p> <p>2.2 On-site farm surveys</p> <p>2.3 Photographic/video diary of visits</p> <p>2.4 Reports on biodiversity surveys</p> <p>2.5 Reports of threat surveys</p> <p>2.6 Farm and sales records kept by the CBO</p> <p>2.7 Report of community</p>	<p>Existing Mbya Guarani mechanisms for distributing benefits equitably across the community are applied to the benefits from shade-grown yerba mate</p>

²⁹ Listed as Vulnerable because its small population is suspected to have suffered a rapid population reduction owing to the extensive and on-going loss and fragmentation of its habitat.

³⁰ Classified as Near Threatened because it is suspected to be undergoing moderately rapid population declines owing to habitat loss, hunting and capture for the illegal cagebird trade.

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	<p>2.5 By the end of year 3, indicators of threats in the project area (7,000 ha of forest in the southern part of San Rafael) including timber cutting, marijuana cultivation, encroachment, forest fires and hunting, have reduced to 50% of year 1 baseline.</p> <p>2.6 By the end of year 3, participating communities (3240 people) are between them harvesting and selling shade yerba mate from 50ha of farms (yield in year 3 – the first year of production – is expected to be 2 Tonnes/ha [value \$1000/ha] rising to 4-5 Tonnes/Ha by the time the farms get fully productive) and benefits are being distributed equitably by communities/CBOs under agreed terms.</p> <p>2.7 By the end of the project, communities are investing the dividend from shade yerba mate in their chosen projects to achieve livelihoods/wellbeing benefits. [Based on consultations, and experience elsewhere, initial priorities are likely to include solar panels for electricity, health care (medicines and transport to clinics) and improved water supplies].</p>	<p>wellbeing surveys and/or evidence of infrastructure development</p>	
<p>3. Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.</p>	<p>3.1 By end of year 1, a research and monitoring programme has been established at the demonstration farms to improve knowledge on effective management of shade yerba, which maximises biodiversity value, yerba mate productivity and other ecosystem service benefits.</p> <p>3.2 By middle of year 3, evidence-based guidelines on shade yerba mate produced and distributed to relevant agencies and other stakeholders, and 2 awareness-raising/lesson-sharing workshops held for 40 staff (government officers, NGOs, CBOs etc.) from across Paraguay's Atlantic Forest region.</p> <p>3.3 Journal article on factors affecting biodiversity in shade yerba submitted to open access journal by year 3</p>	<p>3.1 Report of research survey and design protocols</p> <p>3.2 Guidelines document (printed and in PDF form); workshop attendance certificates and evaluation reports</p> <p>3.3 Confirmation email from journal</p>	<p>Government and other stakeholders are receptive to the research findings and management recommendations from the project, and endorse and support the awareness-raising workshops.</p>
<p>4. Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.</p>	<p>4.1 Government are a key collaborator from day 1, represented on the project Steering Committee, and involved in all key decisions.</p> <p>4.2 By end of year 3, Itapua State government has in place policy and guidelines concerning biodiversity conservation and the production of shade-grown yerba mate at Atlantic Forests.</p> <p>4.3 By mid-year 2, Guya Paraguay participate in workshops for the development of the next 5-year strategy of the National Forest Institute, contributing experience and lessons regarding shade yerba mate and</p>	<p>4.1 Steering Committee minutes (showing membership and attendance)</p> <p>4.2 Government policy documents</p> <p>4.3 Minutes of meeting; papers/presentations</p>	<p>Government remains committed to conservation of Atlantic Forest and to finding innovative solutions for engaging IPs in protected areas.</p> <p>Indigenous Peoples communities in other Atlantic</p>

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	forest conservation	contributed by Guyra Paraguay	forest PAs are interested in learning from the project.
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>Output 1: Institutional frameworks (CBOs) with the capacity (social and institutional capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established...</p> <p>1.1 Presentation of the approved project to the communities and local authorities, including description of: objectives, plans and timing, legal constitution, register of documents and list of participating community members</p> <p>1.2 Production of the legal contract and placing orders with providers of yerba mate seedlings</p> <p>1.3 Training workshops (on technical aspects of tree care and management; harvesting; processing etc.) for technicians, leaders and members of the indigenous and farmer communities</p> <p>1.4 Develop participatory community business and enterprise plans, with support from the private sector.</p> <p>1.5 Training of the communities on farm and business management, focused on marketing and commercialization</p> <p>1.6 Meetings, negotiation and agreements with the companies committed to and interested in the purchase of the product</p> <p>Output 2: Shade-grown yerba mate is being grown in 50ha of indigenous peoples' and campesino forested lands increasing incomes, and restoring/maintaining habitat suitable for threatened Atlantic forest endemics.</p> <p>2.1 Visit to the beneficiaries and identification of the sites allocated for production</p> <p>2.2 Planting of 10 ha of yerba mate in the communities of Arroyo Claro and Arroyo Moroti; 40 ha in the farmer communities</p> <p>2.3 Exchange visits with the community Aché of Kue Tuvy</p> <p>2.4 Review and develop biodiversity monitoring protocols (building on existing) and methods for threat monitoring, and establish baselines</p> <p>2.5 Monitor biodiversity in the parcels of production of yerba mate</p> <p>2.6 Monitor livelihoods and wellbeing impacts, based on participatory indicators identified at household and/or community level, and against a year 1 baseline</p> <p>2.7 Monitoring of the forest cover through satellite images; monitor incidences of environmental crimes and other threats</p> <p>2.8 Develop the process for harvest and sale of organic/shade yerba mate</p> <p>2.9 Documentation of benefits of the commercialization of yerba mate</p> <p>Output 3: Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.</p> <p>3.1 Document the approach used for monitoring of biodiversity</p> <p>3.2 Develop a guidance/manual document about the process of production and commercialization of shade grown yerba mate</p> <p>3.3 Provide training on shade yerba mate to government technicians and development NGOs working around forest in Itapua</p> <p>3.4 Publication of articles about the factors that affect biodiversity in the process of production of yerba mate</p> <p>3.5 Production of a short video on community-based production of shade yerba mate and biodiversity conservation, local livelihoods and indigenous culture, for showing national, regionally and internationally.</p>			

Project summary	Measurable Indicators	Means of verification	Important Assumptions
Output 4: Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.			
4.1 Draw up an advocacy and communications plan for different audiences			
4.2 Meetings with government authorities to promote the farming of shade grown yerba mate as a market-based approach supporting the conservation of Atlantic Forest biodiversity			
4.3 Through provision of information, meetings and proposed text, lobby authorities of the Governorship of Itapúa for the inclusion of the production model of shade grown yerba mate as a state policy to conserve biodiversity			
4.4 In line with advocacy plan, provide information to and lobby the National Forestry Institute to have the project's lessons and approach included in the next five year plan (2019-2024)			

24. Provide a project implementation timetable that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project (Q1 starting April 2016)

	Activity	No of months	Year 1				Year 2				Year 3			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1	Institutional frameworks (CBOs) with the capacity (social and institutional capital) for cultivation, marketing and benefit-sharing of shade-grown yerba mate established through a participatory process among settled Mbya Guarani and campesino communities in San Rafael.													
1.1	Presentation of the approved project to the communities and local authorities, including description of: objectives, plans and timing, legal constitution, register of documents and list of participating community members	3	x											
1.2	Production of the legal contract and placing orders with providers of yerba mate seedlings	1	x				x							
1.3	Training workshops (on technical aspects of tree care and management; harvesting; processing etc.) for technicians, leaders and members of the indigenous and farmer communities	6	x	x			x	x						
1.4	Develop participatory community business and enterprise plans, with support from the private sector.	9	x	x	x									
1.5	Training of the communities on farm and business management, focused on marketing and commercialization	9					x	x	x					
1.6	Meetings, negotiation and agreements with the companies committed to and interested in the purchase of the product	6									x	x		
Output 2	Shade-grown yerba mate is being grown in 50 ha of indigenous peoples' and campesino forested lands increasing incomes, and restoring/maintaining habitat suitable for threatened Atlantic forest endemics.													
2.1	Visit to the beneficiaries and identification of the sites allocated for production	1	x											
2.2	Planting of 10 ha of yerba mate in the communities of Arroyo Claro and Arroyo Moroti; 40 ha in the farmer communities	6	x				x							
2.3	Exchange visits with the community Aché of Kue Tuvy	12							x	x	x	x		

	Activity	No of months	Year 1				Year 2				Year 3			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
2.4	Review and develop biodiversity monitoring protocols (building on existing) and methods for threat monitoring, and establish baselines	6	x	x										
2.5	Monitor biodiversity in the parcels of production of yerba mate	9				x				x				x
2.6	Monitor livelihoods and wellbeing impacts, based on participatory indicators identified at household and/or community level, and against a year 1 baseline.	3		x				x					x	
2.7	Monitoring of the forest cover through satellite images; monitor incidences of environmental crimes and other threats	36	x	x	x	x	x	x	x	x	x	x	x	x
2.8	Develop the process for harvest and sale of organic/shade yerba mate	6											x	x
2.9	Documentation of benefits of the commercialization of yerba mate	3									x	x	x	
Output 3	Evidence-based guidelines on cultivation of shade-grown yerba mate are developed for farmers and agricultural agencies.													
3.1	Document the approach used for monitoring of biodiversity	9			x			x			x			
3.2	Develop a guidance/manual document about the process of production and commercialization of shade grown yerba mate	6									x	x		
3.3	Provide training on shade yerba mate to government technicians and development NGOs working around forest in Itapua	2					x				x			
3.4	Publication of articles about the factors that affect biodiversity in the process of production of yerba mate	6										x	x	x
3.5	Production of a short video on community-based production of shade yerba mate and biodiversity conservation, local livelihoods and indigenous culture, for showing national, regionally and internationally.	3											x	
Output 4	Government policy promotes shade-grown yerba mate as an appropriate, market-driven approach to conserve Atlantic Forest biodiversity in the long-term.													

	Activity	No of months	Year 1				Year 2				Year 3			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
4.1	Draw up an advocacy and communications plan for different audiences	3		x	x	x								
4.2	Meetings with government authorities (including INDI) to promote the farming of shade grown yerba mate as a market-based approach supporting the conservation of Atlantic Forest biodiversity	3			x				x			x		
4.3	Through provision of information, meetings and proposed text, lobby authorities of the Governorship of Itapúa for the inclusion of the production model of shade grown yerba mate as a state policy to conserve biodiversity	3									x			
4.4	In line with advocacy plan, provide information to and lobby the National Forestry Institute to have the project's lessons and approach included in the next five year plan (2019-2024)	6		x	x	x	x							

25. Project based monitoring and evaluation (M&E)

Describe, referring to the Indicators above, how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E. Darwin Initiative projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact.

(Max 500 words)

M&E will be undertaken by David Thomas, Rodrigo Zarate, Evelyn Britez and Cath Tayleur. The team have many years' combined experience of project management, relevant subject knowledge and expertise – including biodiversity monitoring (CT, EB); biodiversity, agriculture and certification (CT, IA); and socio-economics (DT). Additional expertise in socio-economic analysis will be provided by Enrique Bragayrac and Marcelo Arevalos (Guyra), supported by Guyra board member, Peter Hansen (former World Bank economist).

Monitoring methods will be established to evaluate project progress, outputs and impact at appropriate intervals using the timetable (above) and Logframe Indicators. Mixed methods (quantitative and qualitative – e.g. group interviews, household surveys) will be used at key project stages, with information disaggregated by gender and key socioeconomic variables³¹. Where required we will obtain baseline data at project start to evaluate change. Project impact will be measured using 5 outcome indicators:

- **Improved farm/forest incomes of settled Mbya Guarani and campesinos; directed towards livelihoods and wellbeing objectives.** Socio-economic surveys will establish a baseline for key indicators, e.g. farm/forest income. Wellbeing analysis and basic necessities surveys³² will be used to identify priorities of socially differentiated groups. Owing to the difficulty of establishing controls (sample size, confounding factors, ethics) we will use mainly qualitative methods (e.g. Most Significant Change³³) to assess project impact on livelihoods and wellbeing.
- **CBOs have capacity for cultivation, processing and marketing of forest-grown yerba mate.** We will use a Capacity Assessment Tool, adapted to organisations at San Rafael, to assess/track institutional capacity. Indicators of organisational effectiveness will include area of farm-forest land under approved management, and number and value of completed sales agreements.
- **Illegal and/or unsustainable activities and encroachment reduced.** Threat monitoring will be established building on existing methods, including recording and mapping bullet/cartridge cases; incidence of fires; and clearance of primary forest for agriculture (using remote sensing).
- **Forest land being managed productively and providing suitable habitat for AF biodiversity.** Baseline, mid-term and end of project surveys of the distribution, population and productivity of indicator species, within and outside shade yerba mate areas, will be used to assess biodiversity impact³⁴.
- **Shade-grown yerba mate incorporated into State and National policy/plans for forest conservation.** Throughout the project, discussion and decisions of Municipal, State and National government will be monitored, and occurrence of lessons and recommendations from the project recorded to evaluate policy-advocacy impact.

A Steering Committee, including experts from stakeholder groups not directly involved in project management, will be established and meet 6-monthly to review project progress; advise on strategy and implementation; and conduct a mid-term review to assess the approach and impact

³¹ At the start of the project, experienced Guyra Paraguay staff will deliver training in gender and cultural awareness for all staff, particularly in relation to working with the indigenous Mbya Guarani.

³² <http://mande.co.uk/special-issues/the-basic-necessities-survey/>

³³ <http://mande.co.uk/special-issues/most-significant-change-msc/>

³⁴ Guyra are undertaking regular monitoring of biodiversity in the area, done primarily by their rangers at specific times of the year. The rangers are in charge of installing and verifying camera traps (mammals and certain birds). Mammals, particularly medium to large mammals are under high pressure of hunting and habitat loss in the area and therefore are a good indicator of habitat status and disturbance levels. Birds which are of conservation concern are monitored by rangers; they include the saffron-cowled blackbird (*Xanthopsar flavus*). Additionally, every year Guyra undertake an intensive one week monitoring of birds and herpetofauna in the area of San Rafael and La Amistad community, performed by a team of field (taxonomic) experts together with people from the community and Guyra rangers.

and advise on adaptations. The project management team will analyse M&E results against outputs and towards outcomes continually, adjusting project delivery as necessary. The project aims to effectively integrate livelihoods and conservation of AF biodiversity. We recognise that changing natural resource management can benefit some people, whilst disadvantaging others. Monitoring will allow disaggregation of data and rapid feedback to identify any negative impacts, and ensure those most vulnerable are not adversely affected.	
Total budget for M&E	£7,500 (This is the direct cost for monitoring singled out in the budget template. However, staff and travel will be dedicated to monitoring [e.g. Evelyn Britez is Guyra's monitoring assistant dedicated to this task, and significant time from other personnel will support M&E]. These additional costs bring the total to £31,394) ³⁵ .
Percentage of total budget set aside for M&E	2% (10% if other M&E costs included)

FUNDING AND BUDGET

Please complete the separate Excel spreadsheet which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet. You should also ensure you have read the 'Finance for Darwin' document and considered the implications of payment points for cashflow purposes.

NB: The Darwin Initiative cannot agree any increase in grants once awarded.

26. Value for Money

Please explain how you worked out your budget and how you will provide value for money through managing a cost effective and efficient project. You should also discuss any significant assumptions you have made when working out your budget.

(max 300 words)

Budget calculation:

- Staff, national travel and consultancy costs reflect Guyra's existing rates and known costs in Paraguay.
- International travel costs are based on current prices.
- Workshop and training costs reflect Guyra's experience of similar events.
- Equipment costs and printing are based on recent quotes (for similar materials) in Asunción.

Value for money

- Most key project staff are existing BirdLife or Guyra employees; Guyra has well established links with in-country project partners, are already working at San Rafael and with Mbya Guarani and campesino communities. Consequently, project start-up time and costs will be minimal.
- The project will integrate with existing forest conservation initiatives and institutional processes, research and monitoring concerning production of shade yerba mate (through Guyra's networks), maximising resource efficiency.
- A voluntary steering committee (except travel expenses) will be established, drawn from key projects, programmes, networks and organisations which this project seeks to reach, helping to integrate lessons from cost-effective implementation elsewhere, avoid replication, and maximise synergy.
- For significant purchases, the project will adopt standard financial practice and obtain at least three quotes.
- Management and technical support will also be provided by BirdLife's Quito office, ensuring

³⁵ Based on: EB £8761; RZ £6000; DT £2000; CT £4000; GPS £133; Fieldwork/national travel £3000
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efficiencies in travel costs.

- Staff from government and private sector partners will provide input as an in-kind contribution.
- Guyra will use existing vehicles and other essential equipment
- Targeting State policy provides a basis for long-term impact on a further 57,600 ha providing significant VfM.

Significant assumptions

The budget assumes a relatively stable GB-Paraguayan Guarani exchange rate, with no hyper-inflation significantly affecting prices. If the value of the Guarani increases significantly we will need to review the budget/activities accordingly. (In the last 5 years the exchange rate has ranged from a low of 6000 (Feb 2013) to its current high of 8500 Guarani/£1).

27. Capital items

If you plan to purchase capital items with Darwin funding, please indicate what you anticipate will happen to the items following project end.

(max 150 words)

The budget includes £1000 for two laptop computers and £133 for a GPS.

After the project these will remain the property of Guyra Paraguay, and will be used for ongoing conservation and development work at San Rafael and other Atlantic Forest sites in Paraguay.

These are the only capital items being purchased with Darwin funding for this project. Other items (e.g. vehicles, field equipment) will be provided in-kind by Guyra Paraguay and its partners.

FCO NOTIFICATIONS

Please check the box if you think that there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the Darwin competition in the host country.

Please indicate whether you have contacted your Foreign Ministry or the local embassy or High Commission (or equivalent) directly to discuss security issues (see Guidance Notes) and attach details of any advice you have received from them.

Yes (no written advice)	Yes, advice attached	No³⁶	X
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³⁶ The FCO Travel Advice for Paraguay (<https://www.gov.uk/foreign-travel-advice/paraguay>) does not identify any specific security threats that would affect implementation of this project. A copy of this proposal will be shared with staff at the British Embassy in Asuncion, with whom Guyra Paraguay is in regular contact.

CERTIFICATION

On behalf of the trustees of
BirdLife International

I apply for a grant of £309,244 in respect of **all expenditure** to be incurred during the lifetime of this project based on the activities and dates specified in the above application.

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I enclose CVs for key project personnel and letters of support.
- I enclose our most recent signed audited/independently verified accounts and annual reports (if appropriate)

Name (block capitals)	PATRICIA ZURITA
Position in the organisation	Chief Executive Officer

Signed**



Date:

1st December 2015

If this section is incomplete or not completed correctly the entire application will be rejected. You must provide a real (not typed) signature. You may include a pdf of the signature page for security reasons if you wish. Please write PDF in the signature section above if you do so.

Stage 2 Application – Checklist for submission

	Check
Have you read the Guidance Notes ?	✓
Have you provided actual start and end dates for your project?	✓
Have you indicated whether you are applying for DFID or Defra funding? NB: you cannot apply for both	✓
Have you provided your budget based on UK government financial years i.e. 1 April – 31 March and in GBP?	✓
Have you checked that your budget is complete , correctly adds up and that you have included the correct final total on the top page of the application?	✓
Has your application been signed by a suitably authorised individual? (clear electronic or scanned signatures are acceptable)	✓
Have you included a 1 page CV for all the key project personnel identified at Question 10?	✓
Have you included a letter of support from the <u>main</u> partner organisations identified at Question 9?	✓
Have you been in contact with the FCO in the project country/ies and have you included any evidence of this?	✓ ³⁷
Have you included a signed copy of the last 2 years annual report and accounts for the lead organisation?	✓
Have you checked the Darwin website immediately prior to submission to ensure there are no late updates?	✓

Once you have answered the questions above, please submit the application, not later than 2359 GMT on Tuesday 1 December 2015 to Darwin-Applications@ltsi.co.uk using the application number (from your Stage 1 feedback letter) and the first few words of the project title **as the subject of your email**. If you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (eg whether the e-mail is 1 of 2, 2 of 3 etc). You are not required to send a hard copy.

DATA PROTECTION ACT 1998: Applicants for grant funding must agree to any disclosure or exchange of information supplied on the application form (including the content of a declaration or undertaking) which the Department considers necessary for the administration, evaluation, monitoring and publicising of the Darwin Initiative. Application form data will also be held by contractors dealing with Darwin Initiative monitoring and evaluation. It is the responsibility of applicants to ensure that personal data can be supplied to the Department for the uses described in this paragraph. A completed application form will be taken as an agreement by the applicant and the grant/award recipient also to the following:- putting certain details (ie name, contact details and location of project work) on the Darwin Initiative and Defra websites (details relating to financial awards will not be put on the websites if requested in writing by the grant/award recipient); using personal data for the Darwin Initiative postal circulation list; and sending data to Foreign and Commonwealth Office posts outside the United Kingdom, including posts outside the European Economic Area. Confidential information relating to the project or its results and any personal data may be released on request, including under the Environmental Information Regulations, the code of Practice on Access to Government Information and the Freedom of Information Act 2000.

³⁷ Guyra Paraguay are in regular contact with the UK Ambassador to Paraguay, with whom the application will be shared upon submission.